



Explorations in

Creativity

Seeing what
others don't



Purpose:

- * To use the next 150 minutes to develop the context within which Jeff can do his strategic planning
- * In a way that we start to align around a possible future state of the Pioneer Valley
- * So that as we go our separate ways the sum of our daily decisions will move us toward this vision.



Products

- * A metric-based, end-state vision of the Pioneer Valley
- * SPACE'S role relative to the vision
- * New possibilities for SPACE



Agenda

- * Initiation
- * Taking Stock
- * Scoping
- * Detailing
- * Applying
- * Goodbying



Corporate Plumber

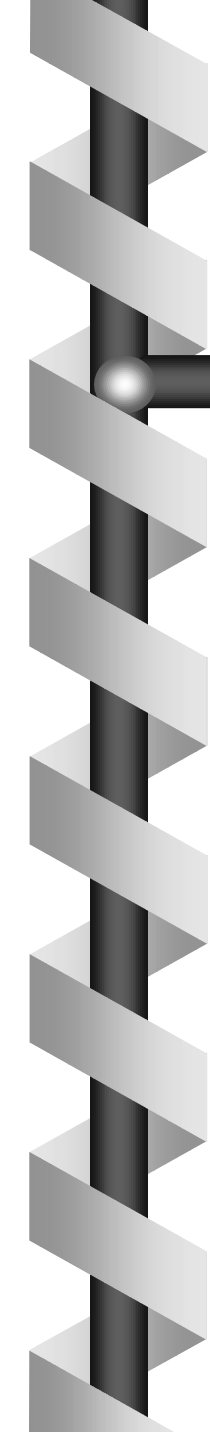


Organizational Enema



Wizard of Oz

Introductions

- 
-
- * Name
 - * Role
 - * Years in the working world
 - * Favorite food



Introductory Warm-up Question

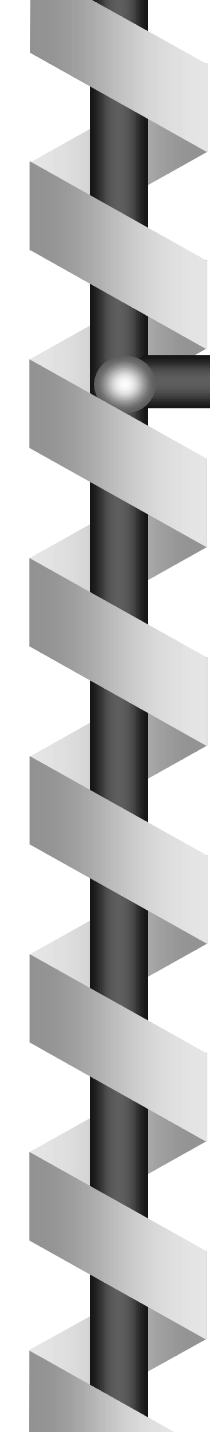
* Unravel the meaning of this statement:

“The Future creates the Present
against the backdrop of the Past.”



AD's Beliefs

- * Regional uniqueness is non-negotiable in an increasingly global environment.
- * Regions need to be fiscally solvent to survive and thrive.
- * Businesses and education are key discriminators for a region.
- * Visioning is our unique ability to craft our future.
- * Without vision, people perish.
- * Synergies increase as we align personal visions.
- * Jeff is well positioned to bring potential regional vision.



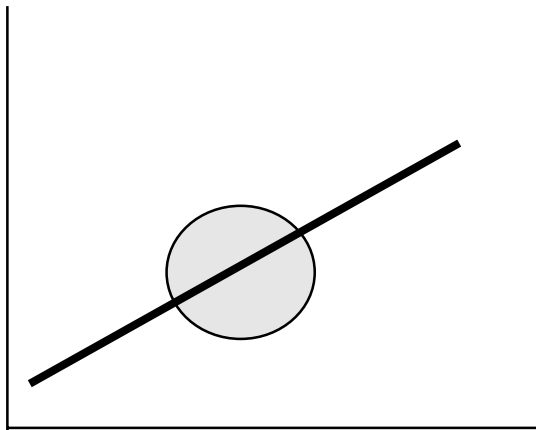
“We are in an all out brawl
and there are no rules.”

Paul Allaire-Xerox

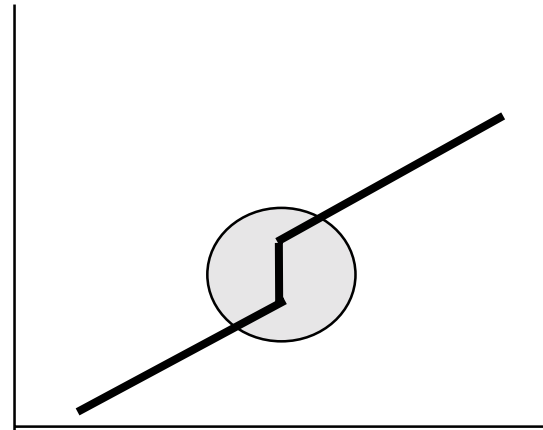
Initiation

* Why this, why now?

* Within the context of the world...



-or-





No Wiggle Room!

"Incrementalism is innovation's
worst enemy."

Nicholas Negroponte
MIT Media Lab

Exciting Times

Stanford study of the timing and impact of new technology on society concluded that it takes 2 adult lifetimes (70-80yrs) for a new technology to be a part of daily life.

Phase I: economic maturation (25 years)

Phase II: Counter productive, unreliable (25 years)

Phase III: Hyper-productive, all-at-once, transformational (25 years)

If the pattern holds true for Computer History:

1946-1970 Phase I (eniac and the census bureau)

1971-1995 Phase II (wages fall 15-20%, double incomes the norm)

**1996-2020+ Phase III (by 2010 we will be extremely prosperous)
we have climbed out of a twenty year wage
drought in 5 years.**

The future

- * Taylorism is dying as more information and decisions move to the worker

- * Workforce distribution will create virtual teamwork
 - 35% with core competencies
 - 25% sub-contracted to support businesses
 - 25% contingency
 - 15% independent contractors



“Every project we take on starts with a question: *How can we do what’s never been done before?*”


Stuart Hornery, CEO, Lend Lease



DISTINCT ... OR EXTINCT!

"If there is nothing very special about your work, no matter how hard you apply yourself, you won't get noticed and that increasingly means you won't get paid much, either."

Michael Goldhaber, *Wired*



Good = Bad/ 1 of 30,000

“We are crazy. We should do something when people say it is ‘crazy.’ *If people say something is ‘good’, it means someone else is already doing it.*”

Hajime Mitari, Canon

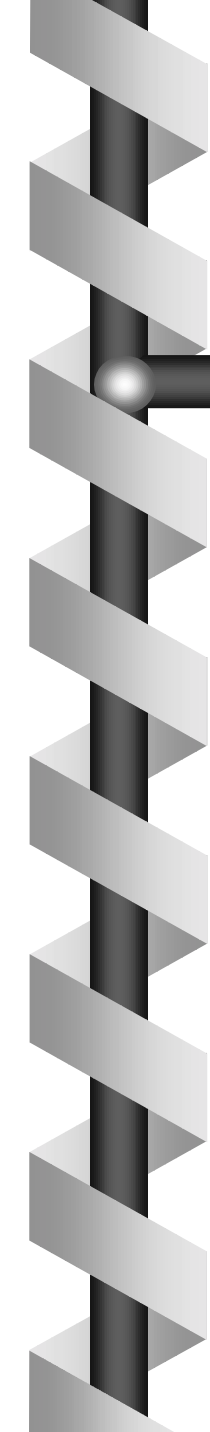


Three Blocks of Work

I. Succeeding Globally

II. Stakeholder Visions of Excellence

III. Jeff's role in the Pioneer Valley



**What are the
assumptions
which came
into the room
with us?**

Open Space Forum Meeting Principles

1. Whomever shows-up at a chart are the right people.
2. However the conversation goes is the only thing which could happen.
3. Whenever it starts is the right time.
4. When it's over, it's over.
5. Law of Two-feet:

"If you are no longer contributing to a conversation, you are duty bound to move on."





Block 1: Succeeding Globally

1. Successes of which we are Proud
2. Strengths of the Pioneer Valley
3. Pioneer Valley discriminators in a global market

- ✧ What question did Singapore ask which led them to become the information gateway to Asia?



Block 1: Succeeding Globally

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Block 2: Stakeholders

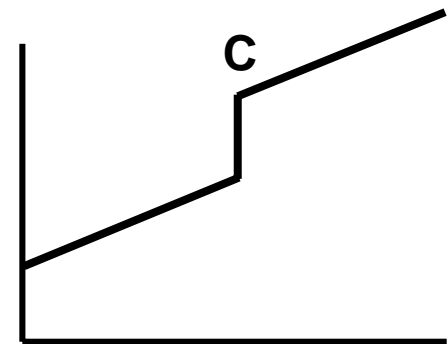
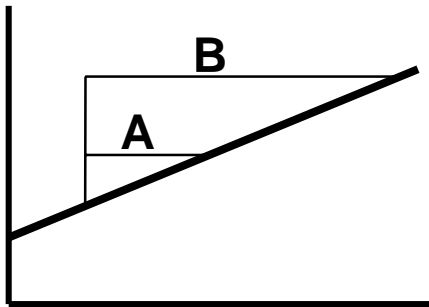
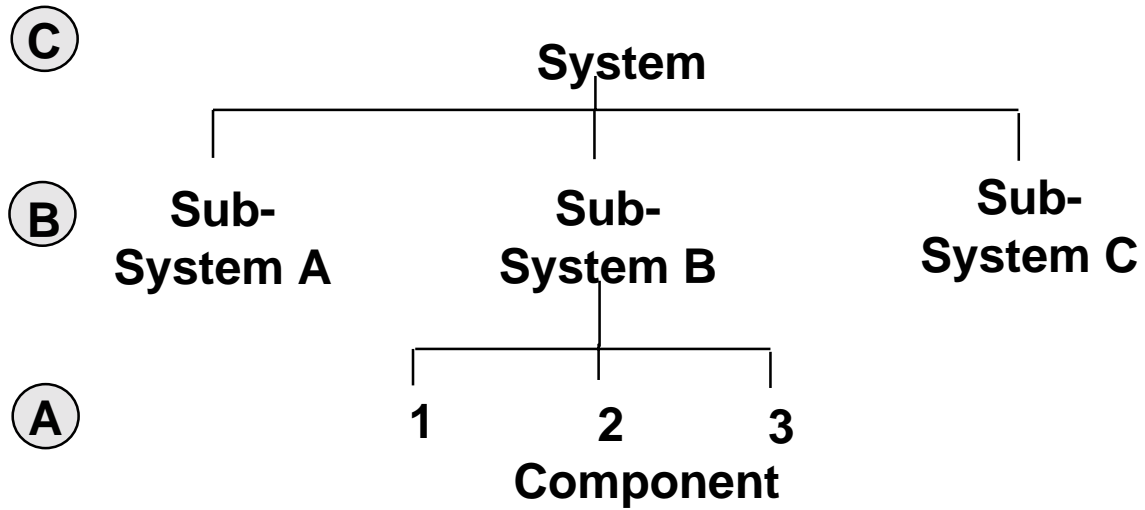
1. Who are the key stakeholders in a successful Pioneer Valley? answer in table groups
2. What does success look like for each stakeholder?
3. What metrics would they use to measure success?



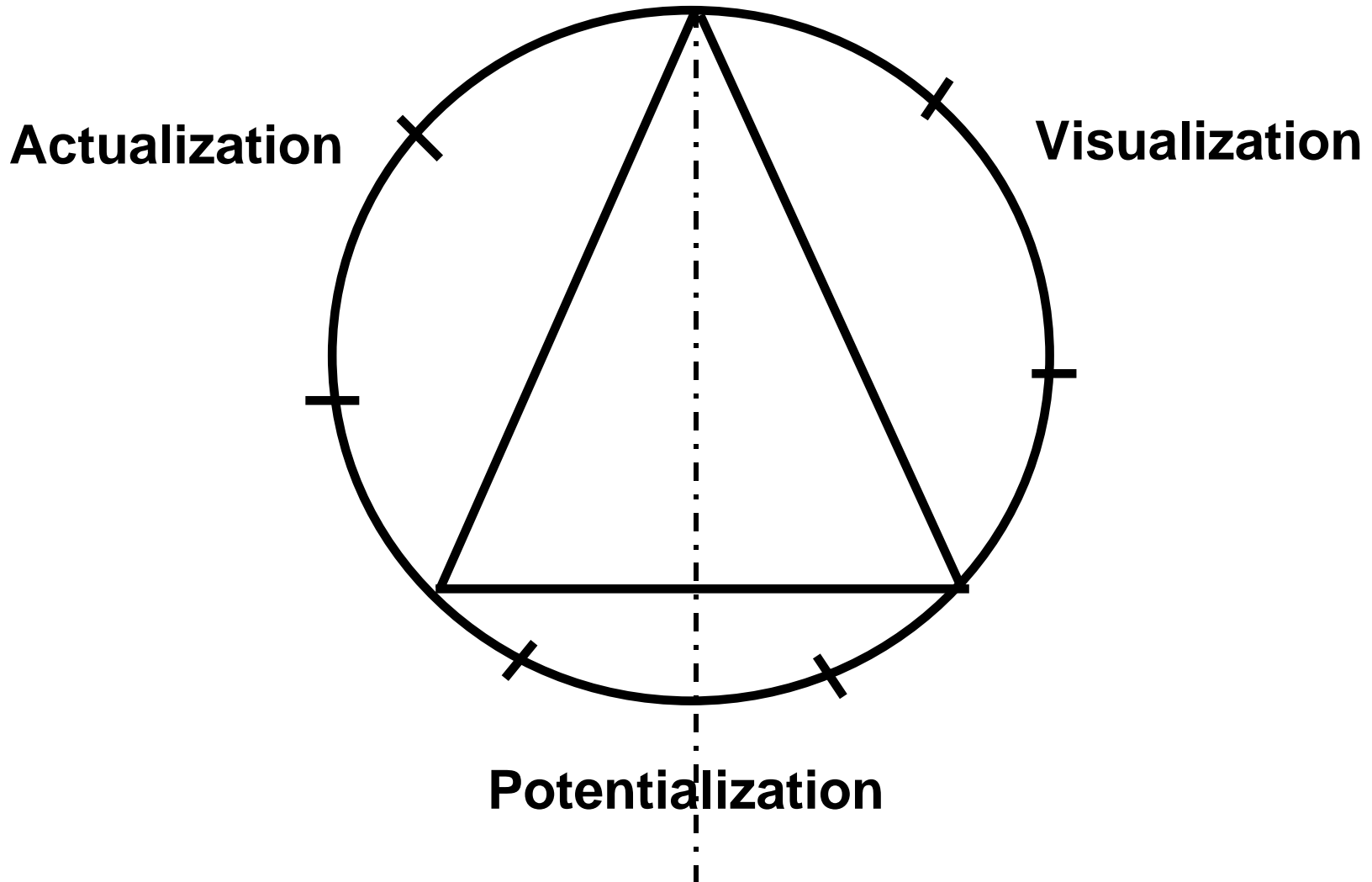
Block 3: SPACE's Role

1. How does SPACE help the stakeholders create regional uniqueness?
2. What new opportunities exist for SPACE?

Innovation: How much?



Project Life Cycle





Message: *You are
Re-invention Evangelists!*